

## Ideation Phase Brainstorm & Idea Prioritization Template

Date	16 AUGUST 2025
Team ID	NM2025TMID12700
Project Name	EDUCATIONAL ORGANISATION USING SERVICENOW
Maximum Marks	4 Marks

### Brainstorming & Idea Prioritization

#### Step 1: Team Gathering, Collaboration, and Problem Statement Selection

⑩ **Problem Statement:** *How can our educational organization effectively use ServiceNow to improve student services and campus IT operations?*

⑩ **Team Members Involved:**

- ⑩ IT administrators
- ⑩ Faculty representatives
- ⑩ Student council members
- ⑩ Operations manager

⑩ **Collaboration Outcome:**

- ⑩ Key challenges in service delivery were identified: delays in addressing requests, fragmented systems, lack of transparency, and poor student satisfaction.

#### Step 2: Brainstorming, Idea Listing, and Grouping

**Ideas Generated:**

- ⑩ Automate student help desk ticketing
- ⑩ Set up a self-service knowledge portal
- ⑩ Use ServiceNow to track IT assets in labs
- ⑩ Enable faculty to raise IT and HR service requests
- ⑩ Build student mobile app integration with ServiceNow

**Grouped Categories:**

- ⑩ **Student Support:** Help desk automation, knowledge portal, mobile app integration
- ⑩ **IT Operations:** IT asset management, infrastructure tracking
- ⑩ **Faculty Services:** Faculty IT/HR service requests

#### Step 3: Idea Prioritization

**Criteria Considered:**

- ⑩ Direct impact on students
- ⑩ Ease of implementation
- ⑩ Long-term institutional value

### **Top Prioritized Ideas:**

1. **Student Help Desk Automation** – Reduces delays, improves transparency, enhances student satisfaction.
2. **Self-service Knowledge Portal** – Empowers students to find answers independently, reduces repetitive queries for staff.
3. **IT Asset Management** – Improves tracking of lab equipment, minimizes downtime, and ensures accountability.